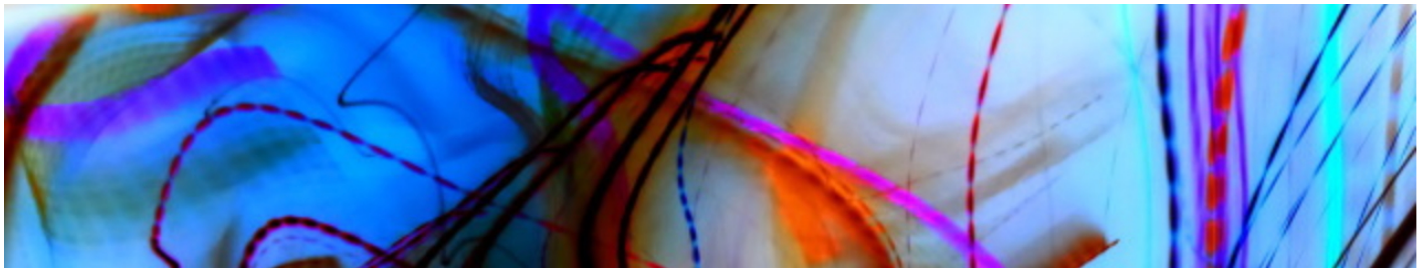

A Web 3 core layer : the future of publishing

Publishing (possibly lasting) content on the internet requires the author to decide where to publish, how to make the content discoverable, and possibly how to advertize its existence or monetize it.

At its core, web publishing thus requires a combination of hosting and indexing. Multiple options exist for an author to deliver such content over the internet. I could cite at least a few :

1. via a self-hosted website with a custom domain
2. using a blog service like blogspot or medium
3. publishing over a personal NAS open to the internet, or a public cloud
4. sharing plain text on a social network (all of them)
5. sharing a file on a social network allowing to share files (e.g. linkedin, slideshare)
6. publishing over a peer to peer system like BitTorrent or IPFS
7. publishing content on shared communications services like newsgroup, IRC or private forums
8. publishing over a large capacity blockchain like Bitcoin SV
9. archiving on the wayback machine - the internet archive

All these options have their advantages and drawbacks. They are not exclusive since content can be published in several distinct places, but there lacks a solution to make all clones conformant to the original.

- Social networks warrant superior advertizing and mostly free hosting but do so at the expense of retaining ownership over content, and serving the file within the network alone, which lasts as long as the account is active.
- Blog systems or self hosting over a custom domain instead require paid hosting but enable web scale indexing.
- Peer 2 peer systems provide no to little visibility, and little control over persistence on their own (to persist, files must be user replicated, or 'pinned' on IPFS).

This keeexed file is signed by 1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn and must be verified on https://services.keeex.me/verify. Its idx (hash) is:
xifeg-gocav-lecut-tygah-segef-pydeh-hodan-socyv-gykoz-nolur-dacok-dylug-labik-kahyn-vydak-hisof-luxox

The goal of sharing in the general understanding is to warrant that every party views the same data. Centralizing access to content essentially allows for everybody to trust that a content is left undamaged over possibly large periods of time. This requires to trust the platform.

However a newer approach to this objective exists.

The promise of Web 3

According to common standards (read Nader Dabit below), the Web3 is a new, decentralized version of the internet, that also is:

1. Verifiable
2. Trustless
3. Self-governing
4. Permissionless
5. Distributed and robust
6. Stateful
7. Designed for native built-in payments

These properties should altogether apply to static or dynamic content.

The magic of KeeeX

KeeeX permits that every party provably accesses the same data, whichever the means used for sharing or publishing. This is so because instead of using an outer technical solution for warranting to any reader that a file is genuine, the file is augmented with embedded proofs of integrtity, authorship, date, blockchain proof of existence that can easily be verified wherever it shows up. It works if a file is exposed from a NAS (freebox), referenced on a web page, shared as a file on a social network, on a USB key, even handed over in some metaverse portal.

Using KeeeX a photo, text, zip, song, pdf can be equipped with multi-decade lasting cryptopraphic proofs of integrity and origin, timestamps and blockchain anchors. This universal scheme allows extremely easy verification, without time limit since the verifier itself is stored and hosted on the web archive, the wayback machine, and the verification process can even be made partly manual and only requires standard cryptography. Furthermore, the file will be indexed by it's own unique identifier, which makes it discoverable.

When a keeexed file exposes static content, like the current text, it can be deployed anywhere, made discoverable and available to search engines, and is inherently verifiable, trustless, self governing, permissionless, distributed and robust and stateful. It is naturally signed by a self sovereign Bitcoin identity, that implements built-in payment possibiliies. Such a file is totally web 3 compliant.

When a keeexed file exposes dynamic content (via Javascript code for instance), the same applies and since the file is autonomously verifiable, it is trustless as well. An example of such dynamic content can be viewed here :

https://keeex.me/static-cert/xilev-racac-tokit-duvoz-vices-cuhim-dizap-mytug-beteg-rudys-makal-

kybop-hikob-potaz-nugyt-gupyb-cyxux.html

This file runs the javascript needed to expose a QRCode of it's own hash ! (Yes I agree, this is inconcievable).

In the general case of a dynamic content exposing dynamic state as well, state is stored as keeexed data files over the same kind of decentralized, distributed support as the main portal.

KeeeX is a viable core layer for Web 3

Insisting a little further, let's review the pattern :

1. Verifiability : https://services.keeex.me/verify is just one of the many places where the current file could be verified. It is possible up to the archive copies of the previous page on the wayback machine.
2. Trust : no trusted tier is requiered to asses the authenticity of this file, now or for the years to come
3. Self-governing : publishing is free anywhere, under no editorial constraints or censorship issues. Author identity (1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn) is self sovereign
4. Permissionless : access is free to anyone with the link
5. Distributed and robust : file is unforgeable, can be stored on further integrity enforcing and distributed systems (e.g. IPFS)
6. Stateful : dependencies are naturally processed and exploited in the same manner
7. Designed for native built-in payments : if you wish so, tip or donate for demo to 1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn (BTC or BCH)

Address	1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn
Format	BASE58 (P2PKH)
Transactions	0
Total Received	0.00000000 BTC
Total Sent	0.00000000 BTC
Final Balance	0.00000000 BTC

Tipping activity can be viewed there :

https://www.blockchain.com/btc/address/1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn

The author's identity may also be indeexd and tracked. Try for instance the search :

https://www.google.com/search?q=1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn

Where and how to share

Such a file can be shared over a social network without renouncing to copyright. All downloads and copies will be provably exactly conformant to the original, All copies retain authorship, integrity, dates

and superior blockchain proofs of anteriority.

If exposed on some blogging system, the file may be cached by the search engines and retrieved as such for large durations. If requested, the wayback machine may back it up "forever". If desired the file can be pushed to newsgroups for long lasting retention as well.

The future of publishing

The above descriptions provides a publishing pattern whereby:

- copyright and licensing is retained (provably attached to 1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn)
- exposure is obtained by sharing over social networks
- personal involvement in retention policy is achieved at zero or little cost on a personal NAS
- "forever" persistance may even be achieved using forever cloud packs
- "perpetual" hosting may be preserved by the wayback machine
- search engine indexation is achieved by content since the file's identifier ('idx') is embedded and indexed, in addition to some optional presence in the file name.

KeeeX sets the standard for the future of web 3 publishing, way further than simply requried for anti fake news press release publishing. Files are albsolutely standing alone without the need for a third party to intervene. Forever.

Credits

Text and header photo by Laurent Henocque, KeeeX's CEO - 1NkZmqDcTKmAWJaJM957HJo84CFHe5JXZn

Header logo "KeeeX is Web 3" by Cyprien Veyrat and Thomas Henocque

Editing tool is KaaaS by KeeeX at https://kaaas.keeex.me

IPFS pinning service for this file courtesy of Pinata : https://www.pinata.cloud/

The beauty and magic of KeeeX by the KeeeX team at https://keeex.me

What is Web 3 by Nader Dabit at https://www.freecodecamp.org/news/what-is-web3/

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